



EXECUTIVE DIRECTOR

**Press Release(25)49
(English only)**

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Sweeteners in focus: From sweet proteins to rare sugars

The Executive Director would like to draw your attention to the article below which is relevant to the sugar sector.

FoodNavigator.com

SPECIAL EDITION

Sweeteners in focus: From sweet proteins to rare sugars



Food and beverage manufacturers have a far wider range of sweetening options than ever before, from sweet proteins to coconut sugar and date syrup to allulose, monk fruit and new stevia blends. We explore the latest market developments, formulation challenges, regulatory pressures and consumer research.

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New Insights Report digs into sweetness

As consumers steer away from sugar, the road to successful sugar reduction can take unexpected turns. Cargill has timely market insights to guide your way... [Click here](#)

Letter from the editor: Sweeteners in focus - navigating the taste, tech and trade-

offs

Consumers' evolving preferences, clean-label demands and political debates are reshaping sugar and alternative sweeteners - and challenging brands to innovate without compromise..[Read more](#)

Sugar is no longer 'benchmark' for sweetness as consumer preferences shift to blends

Research by Ingredion suggests a paradigm shift toward plant-based and blended sweeteners over sugar, but consumer confusion about what is 'natural' and safe could hinder innovation and sugar reduction efforts..[Read more](#)

Whole Foods crowns 'sweet, but make it mindful' a trend to watch in 2026 – opening the door for real sugar's comeback

The retailer predicts that consumers will embrace real sugar, but less of it in the new year – driving demand for products sweetened with cane sugar, honey and fruit instead of other alternatives..[Read more](#)

Sweet shift: Low- and no-sugar candy sales surge as Halloween revelers seek mindful balance

84.51° data shows households – especially those with children – are driving double- and triple-digit gains in candy made with less sugar and alternative sweeteners..[Read more](#)

Sugar isn't the only sweet solution: How modern sweeteners are changing the game

Kerry Group and NotCo show how advanced sweetening systems can overcome many of the technical, sustainability and cost barriers with sugar reduction..[Read more](#)

Yuka brings aspartame fight to the US

Report calls for ban on ingredient found in thousands of common food and beverage products..[Read more](#)

Liquid I.V., IQMIX and G Fuel lead zero-sugar drink mix shift

The \$38.7 billion category's momentum reflects consumer appetite for natural sweeteners, energy and focus..[Read more](#)

Smithfield leverages honey trend with Mike's Hot Honey Bacon

Smithfield and Mike's Hot Honey use honey's flavor versatility to create bold, on-trend products that engage millennials, Gen Z and sweet-and-spicy enthusiasts..[Read more](#)